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1. (currently amended) An electronic program guide for use in conjunction with an interactive television, comprising:

at least one television channel listing;

at least one Web site channel listing, each web site channel listing correlated to its own dedicated virtual channel number; and

an information panel, the information panel displaying information relevant to a channel on the program guide, the electronic program guide including content from at least one Web server and at least one television signal source, wherein a user can choose a channel by scrolling to the channel and toggling a selector element, information about content on each channel being displayed in the information panel as the user scrolls across each respective channel.

2. (currently amended) An interactive television, comprising:

an electronic program guide displayed by the interactive television, the electronic program guide having:

at least one television channel listing; and

at least one Web site channel listing, each web site channel listing correlated to its own dedicated virtual channel number, wherein a user can choose a channel by scrolling to the channel and toggling a selector element, information about content on each channel being displayed in an information panel of the guide as the user scrolls across each respective channel.

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3. (original) The interactive television of Claim 2, further comprising an electronic program guide button, the electronic program guide being displayed when the electronic program guide button is toggled.

4. (original) The interactive television of Claim 3, further comprising a remote control unit, the remote control unit having the electronic program guide button.

5. (original) The interactive television of Claim 2, wherein the electronic program guide further comprises at least one virtual channel indicator, the virtual channel indicator being associated with a respective Web site listing.

6. (original) The interactive television of Claim 5, wherein a consumer can open communications with a Web site represented by a Web site listing by selecting the corresponding virtual channel indicator.

7. (canceled).

8. (currently amended) The interactive television of Claim ~~[[7]]~~2, wherein the electronic program guide includes content from at least one Web server.

9. (original) The interactive television of Claim 8, wherein the electronic program guide further includes content from at least one television signal source.

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10. (original) The interactive television of Claim 9, wherein the electronic program guide further includes content from at least one interactive television system server.

11. (currently amended) An interactive television system, comprising:

at least one Web server;

at least one interactive television system server;

at least one television signal source; and

at least one interactive television, the interactive television receiving information from the Web server, the interactive television system server, and the television signal source, the interactive television periodically displaying an electronic program guide, the electronic program guide having at least one television channel listing and at least one numeric Web site channel listing unrelated to a television channel, wherein a user can choose a channel by scrolling to the channel and toggling a selector element, information about content on each channel being displayed in an information panel of the guide as the user scrolls across each respective channel.

12. (original) The interactive television system of Claim 11, wherein the interactive television comprises an electronic program guide button, the electronic program guide being displayed when the electronic program guide button is toggled.

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13. (original) The interactive television system of Claim 12, further comprising a remote control unit, the remote control unit having the electronic program guide button.

14. (original) The interactive television system of Claim 11, wherein the electronic program guide further includes at least one virtual channel indicator, the virtual channel indicator being associated with a respective Web site listing.

15. (original) The interactive television system of Claim 14, wherein a consumer can open communications with a Web site represented by a Web site listing by selecting the corresponding virtual channel indicator.

16. (original) The interactive television system of Claim 11, wherein the electronic program guide further comprises an information panel, the information panel displaying information to a channel on the program guide.

17. (original) The interactive television system of Claim 16, wherein the electronic program guide further includes content from the at least one Web server.

18. (original) The interactive television system of Claim 17, wherein the electronic program guide further includes content from the at least one television signal source.

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19. (original) The interactive television system of Claim 18, wherein the electronic program guide further includes content from the at least one interactive television system server.

20-33 (canceled).

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